



CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

02-C -1408

August 2, 2002

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell Street SW
Atlanta, Georgia 30335


RE: Appointment to the Woodruff Park Board of Directors

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Dorthey Hurst** to serve as a member of the **Woodruff Park Board of Directors** of the City of Atlanta. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Hurst will serve the Woodruff Park Board of Directors with distinction. A resume is attached for your perusal.

Sincerely,



Shirley Franklin

Enclosures

123 Luckie St. NW Unit 2408
Atlanta, GA 30303
Phone (404) 713-1115
dorthey.hurst@cingular.com

Dorthey Hurst

- Objective** To develop long term growth and career opportunities by fully utilizing my sales training, development, management and organizational skills.
- Work experience**
- Cingular Wireless**
2001-Present
Curriculum Designer
- Responsible for design of Wireless Data Sales Curriculum to all Cingular Wireless Sales Channels including Strategic, Business to Business, Retail, and Indirect.
 - Either responsible for the creative through the writing of the training or Project Manage vendors from High Level Design to bring project in on time and within budget.
 - Development include Web-based as well as Instructor-led Training
 - Train-the-trainers on completed Instructor-led training
- 1997 - 2001 BellSouth Cellular Atlanta, Georgia**
Corporate Sales Trainer
- Responsible for preparing, delivering, coordinating and following to completion all assigned sales training and projects for company wide direct sales force
 - Work as Subject Matter Expert (SME) with Corporate Designer to keep training on target and up-to-date; in training design for outside and indirect sales channel
 - Liaison for Sales Training Department and the Wireless Data Division
 - Responsible for approval of Retail Computer Base and On-the-Job Training program
 - Responsible for updating final role play in the Retail Program
 - Responsible for certifying trainers on BellSouth licensed programs; Train-the-Trainer on all other Instructor Led programs
- Sales and Service Manager**
- Managed and dealt with day to day activities of one of Atlanta's largest and oldest company owned wireless retail stores – test store for new merchandising layout for BML
 - Responsible for store promotions to drive community involvement
 - Responsible for maintaining budgetary headcount by recruiting and hiring associates at all levels
- 1990 – 1997 Constant Communications, Inc. Atlanta, Georgia**
General Manager (AirTouch Cellular Agency)
- Created and implemented company's administrative, sales and service procedures; sales training manual
 - Created and developed company's reporting system
 - Created and developmental force on all advertising and promotional programs
 - Negotiated all contracts on behalf of agency
 - Managed the day-to-day store operations which included training and developing of sales, service and administrative associates, booking and presenting at trade

shows; telemarketing by having a vast knowledge of the latest equipment and understanding the customer needs

- Liaison between company and AirTouch

Education

1973 – 1978 University of Wisconsin Milwaukee, Wisconsin
Zoology

**Additional
Education**

Dale Carnegie Effective Speaking and Communication
BellSouth Cellular

- Facilitation Workshop

Training Generalist – Langevin Classes

- Instructional Design for New Designers
- Training Needs Analysis
- Instructional Techniques for New Instructors
- 25 Creative Ways to Add Excitement to your Training
- Writing Skills for Trainers

Center for Effective Performance

- Analyzing Performance Problems
- Criterion Reference Instruction Workshop
- Instructional Module Development

Computer Literate

- Excel
- PowerPoint
- Word
- Access

Achievement/**Volunteerism:****Volunteerism**

- Downtown Loft Tour
- Special Olympics
- Sweet Auburn Festival
- President and Board Member of Neighborhood Association
- Friends of the Central Library
- Application Submitted for CASA
- Centennial Park